

ERA Today



ERA SoCal Newsletter

February 2004

ELECTRONICS REPRESENTATIVES ASSOCIATION SOUTHERN CALIFORNIA CHAPTER



The ERA SoCal Legal Symposium

"You should have been there!" How often have we heard this trite phrase? But really, you should have been there at our February 4 chapter meeting.

Leslie Marell and Sharon Mazin, who organized the event, were joined by Al Rasch and David Adelman. All are lawyers who specialize in working with reps and small business. They discussed many of the issues involved with contracts, collecting disputed commissions, employee problems and business liability. Every California rep should know a little about California's law protecting reps that prescribes triple damages if you are wronged by a principal. An added benefit was an explanation by insurance agent John Konecki about how to get product liability coverage without paying for it.

At the conservative rate of \$125/hour, if you weren't there, you missed out on \$1000 worth of legal advice for the price of a \$30 dinner and the dinner was thrown in. In discussions after the meeting Steve Goldman remarked that the two hours went faster than any meeting he could recall.

If you missed the meeting, save it from being a total loss - Leslie Marell and Sharon Mazin offered to review any proposed principal contract for \$100. If you are looking at a new line, Dennis McGillis has information you can use to submit your contract to them.

(Editor's note: The offer is on the chapter website under Member Benefits.

www.erascal.org/assets/Contact_Review.asp)

One of my projects as president this year is to make the ERA web site a resource for designers and component engineers. My company, Signal Enterprises, tries to get these potential customers to start their search with our web site then use the ERA link if they can't find what they are looking for. The best single reason for a component engineer or design engineer to start with the ERA lines is that there is local technical help and other resources available. Take a look at www.erascal.org and click on "Directory" to see how it works for yourself. My company is going to use <http://www.erascal.org/cgi-bin/products.cfm> to link directly to the product search. One day in the future we hope to make this the new "Source Book".

If you have any ideas to advance this project, please let me know, or better yet come to one of our web committee meetings.

Bob O'Brien (Bob is President of ERA Southern California)



Attendees considered "Legal Symposium" to be one of our all-time best chapter meetings.

Have you ever missed an ERA Chapter Meeting...

and found out afterward that you made a big mistake by not attending?

Well, for those who missed our February 4 Chapter Meeting, "A Legal Symposium," get ready to find out just that. Talk to any member who attended, and you'll be told "if ERA puts this meeting on again, be sure to be there!"

Those who attended received two hours of outstanding legal information and advice directly relevant to our business from four attorneys and a tax advisor. The presentation centered on these areas of special interest to reps:

- Collection of Unpaid Commissions
 - Before Termination
 - After Termination
 - The California Rep Protection Act – Treble Damages
- Non-Solicitation/Non-Compete Clauses in Contracts
 - Principal-Rep Contracts
 - Rep-Subrep Contracts
- House Accounts – How to protect yourself
- Product Liability
 - Are reps really liable?
 - Insurance (things may be changing)

In addition we were given the following handouts:

- A special offer to ERA members to review any proposed contract from a principal for a flat \$100
- Two commission-collection demand letters
- Two recommended non-solicitation/non-compete clauses for contracts
- A copy of the ERA Sample Contract (Also available to members on the Chapter Website)
- A list of 16 attorneys who are familiar with the manufacturers' representative business (Also available to members from the Chapter office)

We hope to repeat this program at another chapter meeting within the next year. Next time, don't miss it!

Jay Ownby (Jay is ERA SoCal National Delegate)

Optimizing Your Cost Of Doing Business

January 21 Owner's Forum

First of four in a series on being a better rep

Control expenses of every kind: insurance, travel, facilities, communication, worker's comp, personnel, legal etc.



The January 21 Owner's Forum was quite animated. Ideas were developed some for new chapter assets.



Our Owner's Forums continue to sell out. in 2004 there are four sessions about becoming a better (and probably richer) manufacturers' representative.

How To Prosper In The Rep Business

Feb 19, 2004 Owner's Forum

Second of four in a series on being a better rep

Profiles, interviews, presentations, websites, lines, opportunities, leveraging ERA membership, etc.
11:30 to 1:30, Cypress Courtyard by Marriott

Need CEUs?

ERA Chapter Meetings and Owner's Forums can be used for CEUs. It's another good reason to participate.

Chapter Meetings

These are our "big events" that draw lot of members together to enjoy meaningful and educational programs, a little social time, a nice dinner and we usually head for home by 8:00.

2004 ElectroTech Shows

Scheduled for April 7 in Goleta, April 8 in San Luis Obispo, and June 10 in Las Vegas, our tabletop shows do well while many larger shows struggle. Customers and exhibitors alike enjoy the friendly atmosphere.

SOCALEE-2004

SOCALEE-2003 was the best show in our six year history with attendees and exhibitors alike declaring it a huge success. We believe everyone will be better served in 2004 by supporting Wescon-2004 at Anaheim Convention Center September 21-23. So, instead of SOCALEE-2004 we will support Wescon. In turn, Wescon will support SOCALEE September 14, 2005. www.socalee.com

The Computer Projector

Chapter owned, it is available for your presentations and meetings. still only \$100 per day. Just call the office. 949-551-5200

Chapter Directory

Our ERA SoCal chapter directory remains the industry standard. It's the way prospective customers and principals can find member firms by product, manufacturer or member company. Members enter their own data. www.erascal.org Printed copies are also available from the chapter office.

2003- 2004 CALENDAR OF EVENTS

Oct 23, 2003 Chapter Event

Roy Vallee, Avnet CEO

Spend some time with the number one guy from the number one distributor, worldwide.

4:00 Program, 6:00 Social time & dinner

Marriott Courtyard, Cypress

Dec 9, 2003 Chapter Event

What Is It With Our Economy?

Featuring Dr. Esmael Adibi, Chapman University

Hugely popular and fun with understandable, useable economic information.

4:00 Program, 6:00 Social time & dinner.

Marriott Courtyard, Cypress

Dec 10 - 12, 2003 Seminar

MRERF "Skills for Sales Success" Seminar

Nelson & Associates host the MRERF Skills for Sales Success seminar at their offices in Santa Fe Springs.

Jan 6 - 8, 2004

MD&M + Electronics West

Anaheim Convention Center

Jan 8 – 11, 2004

Consumer Electronics Show

Las Vegas

Jan 21, 2004 Owner's Forum

Optimizing Your Cost Of Doing Business

First of four in a series on being a better rep

Control expenses of every kind: insurance, travel, facilities, communication, worker's comp, personnel, legal etc.

February 4, 2004 Chapter Event

Legal Symposium

Contracts, collections and other legal issues.

Courtyard By Marriott, Burbank, 4:00 PM

Reservations are needed

Feb 19, 2004 Owner's Forum

How To Prosper In The Rep Business

Second of four in a series on being a better rep

Profiles, interviews, presentations, websites, lines, opportunities, leveraging ERA membership, etc.

Mar 16, 2004 Chapter Event

Dr. Revenue, John Haskell

New Marketing Plan for Manufacturers Representatives

Recreation Park Golf Club, Long Beach

4:00 Program, 6:00 Social time and dinner

Reservations are needed.

Mar 23, 2004 Owner's Forum

Training Your Manufacturers

Third of four in a series on being a better rep

Sales meeting, territory visits, factory visits, trade shows, expense sharing, line synergy, rep time, etc.

Apr 7, 2004

GOLETA SHOW

Electrotech Tabletop Show

Santa Barbara Elks Lodge

Apr 8, 2004

SAN LUIS OBISPO SHOW

Electrotech Tabletop Show

San Luis Obispo Veteran's Hall

Apr 21, 2004 Chapter Event

Bruce Goldberg, CEO, All American Semi

The state of the industry. Are we in recovery?

Apr 28 & 29, 2004

Del Mar Electronics Show

Del Mar, CA

May 4 - 6, 2004

EDS

Las Vegas

May 18, 2004 Chapter Event

CEM, Distributor & Representative Panel

How to help each other generate business.

Jun10, 2004

LAS VEGAS SHOW

Electrotech Tabletop Show

San Remo Hotel

Las Vegas, NV

Jun 15, 2004 Owner's Forum

Financial Planning For Your Future

Fourth of four in a series on being a better rep

Planning for hard times, upturns, personal finances, pension and profit sharing plans, retirement and estate planning, etc.

Sep 8 – 11

ERA National Conference

Phoenix, AZ

Sep 21 – 23, 2004

WESCON

Anaheim Convention Center

For latest info: www.erascal.org/calendar.asp

ERA SoCal Committees

Committees are at the heart of chapter activities with members involved in every aspect of chapter operations. Most business is conducted by the office and board with committee support. Their actions and recommendations make things happen. Below is a list of Chapter Committees. Please contact any committee chairman for more information.

BOARD OF TRUSTEES

Bill Sullivan, Chairman
John Buffa
Harrison Frank
Rich Grenn
Dan Parks, Nominee

BYLAWS COMMITTEE

Jay Ownby, Chairman
Bill Quinton
Ed Reese
Gary Schoenbachler
Ted Wiltse

FINANCE COMMITTEE

Bill Greenfield, Chairman
George Gibbons
Bob O'Brien

PROGRAM PLANNING COMMITTEE

Steve Geldman, Chairman
Jim Goss
Jim Harper
Bill Herold
Mark Thompson
Don West

MEMBERSHIP COMMITTEE

Tom Felts, Chairman
Roy Burtrum
Bill Greenfield
Mark Thompson
Tim Wolfe

SOCALEE COMMITTEE

Gary L. Smith, Show Director
Steve Tennessen, Assistant Show Director
Harrison Frank, Show coordinator

OWNER'S FORUM COMMITTEE

Harrison Frank, Chairman
Tammy Bailey
Michael Elovitz
Jim Harper
Dan Parks
Ted Wiltse

SHOWS COMMITTEE

Gary L. Smith, Chairman
Dave Snyder

WEBSITE COMMITTEE

George Gibbons, Chairman
Bob O'Brien
Tom Felts
Gary Smith
Bill Perry

CHAPTER OFFICERS

President, Bob O'Brien
Chairman of the Board, George Gibbons
Vice President, Steve Geldman
Treasurer, Bill Greenfield
National Delegate, Jay Ownby
Membership, Tom Felts
SOCALEE Director, Gary Smith

TRUSTEES

Bill Sullivan
Harrison Frank
John Buffa
Rich Grenn
Dan Parks (Nominee)

Friday Breakfast

Tustin –

Every Friday at 7:00
Mimi's, 17th Street at 55 freeway

Manhattan Beach –

First Fridays at 7:30
Luigi's 5267 W. Rosecrans

Chatsworth –

Second Fridays at 7:30
Lamplighter, DeSoto & Nordhoff

Association Office

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